

**Amendments to the Claims:**

This listing of the claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-9 (withdrawn)

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Claim 10 (currently amended) A document delivery system for delivery of documents to a reader via a network, comprising:

a knowledge module containing profile information, including at least reader profile information;

an edit module containing first content and second content; and

a transmission module for

transmitting the first content and the second content to a reader for display based upon the profile information, and

transmitting at least a portion of the reader profile information for display to the reader, wherein

the reader profile information includes one or more type of denied data that is transmitted to the reader for display.

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Claims 11-12 (canceled)

Claim 13 (original) The document delivery system recited in claim 10, wherein the profile information includes advertisement profile information corresponding to the second content.

Claim 14 (previously amended) The document delivery system recited in claim 13, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertiser profile information and specific advertisement profile information.

Claim 15 (previously amended) The document delivery system recited in claim 10, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior profile information and voluntary profile information.

Claim 16 (canceled)

Claim 17 (original) The document delivery system recited in claim 10, wherein the transmission module further transmits an interface usable by the reader to modify the reader profile information.

Claim 18 (original) The document delivery system recited in claim 17, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

Claim 19 (currently amended) A method of delivering informational content to a reader, comprising:

31 receiving profile information, including at least reader profile information  
identifying content preferences for the reader;  
receiving first content;  
receiving second content; and  
transmitting to a reader  
the first content and the second content based on the profile information,  
and  
at least a portion of the reader profile information, wherein  
the reader profile information includes one or more type of denied data  
that is transmitted to the reader for display.

Claims 20-21 (canceled)

Claim 22 (original) The method of delivering content to a reader recited in claim 19, wherein the profile information includes advertisement profile information corresponding to the second type of content.

Claim 23 (previously amended) The method of delivering content to a reader recited in claim 22, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertiser profile information and specific advertisement profile information.

Claim 24 (previously amended) The method of delivering content to a reader recited in claim 19, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior profile information and voluntary profile information.

Claim 25 (canceled)

BI Claim 26 (original) The method of delivering content to a reader recited in claim 19, further including displaying an interface usable by the reader to modify the reader profile information.

Claim 27 (original) The method of delivering content to a reader recited in claim 26, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

Claim 28 (currently amended) A method of receiving content to read, comprising:  
receiving a display of first content;  
receiving a display of second content; and  
receiving a display of profile information, including at least reader profile information, related to the first or second content, wherein the reader profile information includes one or more type of denied data that is transmitted to the reader for display.

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Claims 29-30 (canceled)

Claim 31 (original) The method of receiving content recited in claim 28, wherein the profile information includes advertisement profile information corresponding to the second type of content.

Claim 32 (previously amended) The method of receiving content recited in claim 31, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertiser profile information and specific advertisement profile information.

Claim 33 (previously amended) The method of receiving content recited in claim 28, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior profile information and voluntary profile information.

Claim 34 (canceled)

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Claim 35 (original) The method of receiving content recited in claim 28, further including receiving an interface usable by the reader to modify the reader profile information.

Claim 36 (original) The method of receiving content recited in claim 35, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

Claim 37 (currently amended) An apparatus for delivering documents to a reader via a network, comprising:

knowledge storage means for storing profile information, including at least reader profile information;

edit means for storing at least one of first content and second content; and

transmission means for

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transmitting the first content and the second content to a reader for display based upon the profile information, and

transmitting at least a portion of the reader profile information for display to the reader, wherein

the reader profile information includes one or more type of denied data that is transmitted to the reader for display.

Claims 38-39 (canceled)

Claim 40 (original) The apparatus recited in claim 37, wherein the profile information includes advertisement profile information corresponding to the second content.

Claim 41 (previously amended) The apparatus recited in claim 40, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertiser profile information and specific advertisement profile information.

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Claim 42 (previously amended) The apparatus recited in claim 37, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior profile information and voluntary profile information.

Claim 43 (canceled)

Claim 44 (original) The apparatus recited in claim 37, wherein the transmission means also transmits an interface usable by the reader to modify the reader profile information.

Claim 45 (original) The apparatus recited in claim 44, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

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Claim 46 (currently amended) The apparatus of claim 44 wherein said edit means is comprises a computer.

Claim 47 (previously amended) The apparatus of claim 44 wherein said knowledge storage means comprises of a computer.

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Claim 48 (currently amended) The apparatus of claim 44 wherein said transmission means is comprises a computer.

Claim 49 (currently amended) The apparatus of claim 44 wherein said transmission means is comprises a data network.

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